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San Antonio Conservation Society Announces Plans for the Future With Name Change, New Logos and Neighborhood and Membership Initiatives

San Antonio, Texas – September 17, 2019 - The San Antonio Conservation Society, one of the first and most effective historic preservation groups in the country, today unveiled an ambitious new branding campaign designed to take the organization into its next century. New logos and a name change were revealed along with bold initiatives strategically designed to continue The Society's legacy of success as stewards of our city's unique history and cultural heritage.

"Our name and look may have changed, but our mission hasn't wavered. When The Society was launched in 1924, our purpose was to preserve historic buildings, objects, places and customs relating to the history of Texas." said Patti Zaiontz, newly elected president of The Society. "We will continue to boldly lead our city in the important work of the preservation of our region's heritage and culture."

"Preservation is about managing change and we are in changing times," she said. As president, Zaiontz leads the 95-year old organization with more than 1,700 volunteers and an annual budget of more than \$2.5 million.

The annual economic impact of the work of The Conservation Society is considerable. A Night in Old San Antonio®, the organization's signature fundraiser, generates more than \$1 million for preservation. Annually, NIOSA provides \$200,000 for the maintenance of La Villita buildings as well as providing half a million dollars in revenue for the City of San Antonio through rent and hiring of personnel from the San Antonio Police Department plus permits and fees. The Society awards \$100,000 in building and educational grants every year, plus funding special projects like the \$300,000 donation for the pump house in Brackenridge Park, an act that once again proved that The Conservation Society is 'Making History by Saving History'.

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CONSERVATION SOCIETY/2

“We have re-branded as The Conservation Society of San Antonio,” said Zaiontz. “Our former name, The San Antonio Conversation Society, led the public to believe we were part of the City of San Antonio. Our new name clearly communicates that The Conservation Society is an independent non-profit.”



Society leaders chose a timeless, sophisticated, straightforward design. Classic typeface is reversed out of a field of purple, a color that recalls Texas’ native purple sage (ceniza) which, like The Society, stands the test of time.

The new A Night in Old San Antonio logo designates the fundraiser as a “A Celebration of Preservation,” more accurately describing its impact on the community. The festive logo features a decorated cascarón as the letter “O.” Each year, NIOSA raises more than \$1 million for The Society, making it one of the oldest and most successful fundraising celebrations for preservation in the entire country.



Along with the new logos is a series of ads that spotlights the mission and success of the organization, from saving the Spanish missions to offering a compromise plan for Alamo Plaza that preserves the historic Woolworth Building. The ads draw the viewer into the story with provocative and clever headlines and bold, striking photos.

“As San Antonio grows, The Conservation Society must be vigilant about reminding citizens about the value and protection we place on our cultural heritage,” said Zaiontz. “This series of ads is designed to reinforce The Conservation Society’s role, and the role of our community in the preservation of our city’s historic fabric.”

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The Conservation Society has been instrumental in the preservation many of San Antonio's iconic structures. Mission San Jose, the Aztec Theater, the Hays Street Bridge, and the Navarro House are only a few examples of The Conservation Society's preservation efforts. The Society's leaders also initiated the effort to inscribe the San Antonio missions as a World Heritage site, funding the initial draft of the nomination and the coordination of international expertise to refine it.

"San Antonio is growing and changing every day. That means the work of The Society is more important than ever," stated Zaiontz. "Recent changes to zoning and codes, just as an example, have the potential of changing our neighborhoods and point to the ever-increasing need for an organization like ours. The work we are doing now in our Neighborhood Workshops augments the work of the City, helping neighborhood leaders understand what those changes mean and how to prepare for greater density in a way that honors their neighborhood's identity.

The Conservation Society's updated new look emphasizes that this 95-year-old organization is committed to its core purpose of being the leading community advocate for the preservation of history and culture on the local, state and regional stages. Society leaders invite San Antonio citizens who share their passion to join as an individual or business member.

For more information on The Conservation Society of San Antonio, visit www.SAConservation.org

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Visuals for the Media

To access the images of our new logos and ads, visit www.SAConservation.org and click on the media tab.